

TESTIMONY IN SUPPORT OF

HB 5017-18

HB 5088-89

Kate M Moore

Executive Director

Michigan Golf Course Owners Association

before the

House Tourism-Outdoor Recreation & Natural Resources Committee

Tuesday, June 16, 2009

**ORAL STATEMENT OF
Kate M Moore, Executive Director
Michigan Golf Course Owners Association
HOUSE TOURISM COMMITTEE
TUESDAY, JUNE 16, 2009**

Good morning and thank you for this opportunity to speak on behalf of the golf industry and tourism in Michigan. My name is Kate Moore and I am the executive director of the Michigan Golf Course Owners Association and I am here this morning representing our industry in support of House Bill 5017-5018 and House Bill 5088-5089 otherwise known as the "Pure Michigan Funding Package."

The Michigan Golf Course Owners Association believes we have an obligation to strengthen the game and the business of golf in this great state of ours.

The allied golf associations in our state concluded that the economic impact of our industry is significant to the overall economy of the state. Michigan ranks first in the nation in number of public golf facilities and third in the nation in the number of 18-hole equivalent courses.

As a leader in the country for golf, Michigan has generated nearly 57,000 direct and indirect jobs and over \$1.3 billion in golf-related hospitality and tourism spending. We also know that Michigan's golf industry generated \$4.2 billion of direct, indirect and induced economic impact including suppliers to the industry, real estate and manufacturing. Not only are the golf courses providing a great experience for the consumer, they are in turn a consumer of Michigan's goods and services.

From Keweenaw Mountain Golf in the Copper Harbor area to the great Gaylord Golf Mecca to Cherry Creek Golf Course in Macomb County, Michigan has golf for every skill level and budget making it a wonderful destination for the golfing tourist. There is at least one golf course in every county in our state making Michigan a haven for the golf enthusiast and a winner for the golf tourist and traveler. Whenever golf is advertised, even if it is for a specific location or property, everyone benefits. Just like the "Got Milk" campaign had people thinking about milk, when golf is mentioned, especially when highlighted by the amazing work of the Pure Michigan campaign, people think about golfing. The business traveler in Detroit, the conventioner in Grand Rapids, the camper at Sleeping Bear Dunes sees golf as an added amenity to their visit to Michigan.

As evidenced by the economic impact study of 2007, the golf industry is an important contributor to our economic vitality in Michigan. We hope that the state legislature will work with our organization and all tourism businesses when considering these critical bills affecting the State's ability to be self-sustaining. We need to maintain and grow this vitally important industry.

With the success of the Pure Michigan campaign, Michigan.org has become an icon nationally in trafficking tourism. George Zimmermann has said "The public and private sectors have long known the significance of the economic impact of golf in Michigan; this new research confirmed the importance of golf to our tourism promotion efforts and to the broader Michigan economy."

Just as Michigan has raised its marketing beacon, others have experienced cuts. My counterparts in Golf Course Owners Associations around the country are remarking how they are getting tired of having the Pure Michigan ads in their faces. My response to them is that it's about time and we plan on never stopping if we have anything to do with it. We must continue to draw on the consumer of tourism products as this industry will prove to be a leader in our State's economic recovery.

Please consider support of the "Pure Michigan Funding Package" and thank you for your time. To quote my favorite campaign message, "whether you bring you're "A" game or you're a hack with dreams, we've got more Michigan golf courses than you can handle. Because playing golf all day instead of just talking about it, is Pure Michigan."